



COLLEGE RADIO CORPORATION

April 30th, 1954

Dear Station Manager:

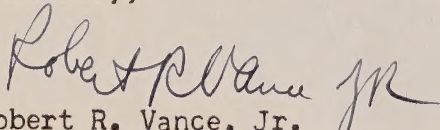
We note from our files that we have not as yet received a reply from you to our letter of April 19th relative to national advertising sales representation of your station by College Radio Corporation.

Won't you please let us hear from you at your earliest convenience on this matter, so that we may be guided accordingly? If you want to be sure of being considered for new national accounts next fall, it's important that you return a copy of the representation agreement to us promptly.

Negotiations are continuing with the Intercollegiate Broadcasting System for renewal of the appointment of College Radio Corporation as advertising representative of IBS member stations. The only point of contention in these negotiations is the matter of the manner in which we will represent non-IBS stations (as our letter of the 19th indicated, our policy will be to represent such stations directly in the future.)

We enclose a copy of a letter to the treasurer of IBS which we feel may supply you with further background on this question.

Cordially,



Robert R. Vance, Jr.
COLLEGE RADIO CORPORATION

RV:j
Enc.

April 30th, 1934

Dear Station Manager:

We note from our letter that we have not as yet received a reply from you to our letter of April 19th relative to national advertising sales representation by your station by College Radio Corporation.

Won't you please let us hear from you at your earliest convenience on this matter, so that we may be guided accordingly? If you want to be sure of being considered for new national accounts next fall, it's important that you return a copy of the representation agreement to us promptly.

Negotiations are continuing with the Interstate Broadcasting System for renewal of the appointment of College Radio Corporation as advertising representative of 132 member stations. The only point of contention in these negotiations is the matter of the manner in which we will represent non-132 stations (as our letter of the 19th indicated, our policy will be to represent such stations differently in the future).

We enclose a copy of a letter to the treasurer of 132 which we feel may supply you with further background on this question.

Cordially,

Robert E. Vance, Jr.
COLLEGE RADIO CORPORATION

RMV:
Enc.